How do we define our audience?

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Defining your target audience

- Figure out who would want to use your product or who would benefit from it

There are three types of data that you can use:

- #1 Geographic
  - where are your customers located?
- #2 Demographic
  - age, gender, marital status, education, income
- Geographics & demographics provide quantitative data
- #3 Psychographic
  - qualitative data
  - why people do what they do
  - interests, activities, opinions

- **If you already have customers, you can get information about their interests and opinions by getting them to complete a survey**
- Another way is to see what your followers say on social media about your product and what they post on their personal page

- Ask questions, talk to people, and observe what they do
- **If you don’t have any customers yet, define the audience you want to have**
- If you find a competitor that’s very similar to you, you can study their audience
- Quantcast.com - search for a website and get a report on their traffic and audience details